



## M2M IoT Newsletter

December 2016

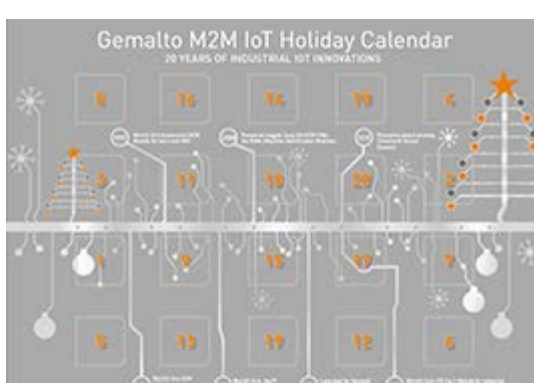
### 20 years, 100 million modules and growing strong!

As 2016 draws to a close, we are delighted to celebrate Gemalto's 20 years of innovation in M2M and IoT! This is also the theme of our [annual holiday trivia contest](#), where we invite you to take a walk down memory lane. After launching the very first M2M module in 1996, we are equally excited about having reached the significant milestone of delivering 100 million wireless modules this year. We couldn't have done it without our greatest asset – our valued customers and partners! Thank you for your ongoing trust and support. We look forward to the next 20 years of working together to Connect, Secure and Monetize the IoT and unleash its power to improve our world!

From everyone at Gemalto, our best wishes for a happy holiday season and prosperous New Year!

Best regards,

Manfred Kube  
Head of M2M Segment and Offer Marketing



### Countdown to the holidays and win!

Gemalto's gift giving season is underway! Click on our Holiday Calendar and answer a "20 years of IoT" trivia question correctly for a chance to win cool prizes: an Adidas connected soccer ball, a GoPro Hero4 Session action cam and a Fuji instant camera!

➔ [Click here to play.](#)

### Give us your take on the future of the IoT

What's in store for the IoT? Take this quick 10 question survey and tell us your predictions for 2017 and beyond. We'll reveal results on social media.

➔ [Click here to take the survey.](#)



### Security threats to the IoT

By 2020, more than 25% of identified enterprise cyber attacks are expected to involve the IoT. Learn why a decentralized approach to IoT security is shifting to cloud-based services focusing on the management, analytics and provisioning of devices and their data.

➔ [Read more in The Review.](#)

### eCall evolution examined

With European eCall regulation soon to go into effect, Gemalto's Marcel Visser sat down with ERTICO's Rasmus Lindholdt to talk about the evolution and benefits of the eCall movement.

➔ [Read the interview here.](#)



### When things attack: the Mirai DDoS scare

Recent DDoS attacks on the IoT crippled Netflix, Twitter and CNN and negatively impacted online activities around the globe. In IoT Today, Gemalto's Jennifer Dean explains what happened and what can be done to prevent attacks in the future.

➔ [Read the article here.](#)

### How smart and safe is your connected city?

Connected cities offer unprecedented consumer benefits and a profound improvement in efficiency that municipalities need as urban population soars. Gemalto's Juan Carlos Lazcano examines the threats and risks at play and what can be done to build security and trust into the IoT Agenda.

➔ [Read the article here.](#)



### IoT success story: ETM-Gemalto synergy pays off

In our ongoing customer video series, ETM's managing director Per-Erik Stark explains how the company leveraged Cinterion technology to increase market share and expand into the digital security landscape.

➔ [Watch the video here.](#)

### Wearables, Bitcoin, VR and connected kitchens...

Learn about [5 new tech innovations](#) that add cheer to the seasons. Today's millennials might be slow to get behind the wheel, but connected cars and [digital driver's licenses](#) are getting them stoked again.

➔ [Visit our Gemalto Blog](#)



### Meet us @

Schedule an appointment to see Gemalto's latest innovations at:

- [High Security Printing Asia](#), Singapore: Dec 5-7, 2016
- [Retail Payments Summit](#), Makati, Philippines: Dec 6-7, 2016
- [CES](#), Las Vegas, USA: Jan 5-8, 2017

**Connect with a local market expert today** to determine new strategies to Connect, Secure and Monetize solutions and unleash the power of the IoT.

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